CANADIAN AGRICULTURAL PARTNERSHIP

Innovate. Grow. Prosper.

AgriDiversity Program

Applicant Guide

June 2018

Canada

AgriDiversity Program
Applicant Guide

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For more information reach us at www.agr.gc.ca or call us toll-free 1-877-246-4682.

Purpose of this Guide

This guide will:

1. help you determine if you may be eligible for funding from Agriculture and Agri-Food Canada (AAFC) under the AgriDiversity Program
2. provide you with directions and explanations to assist you in completing the project application form

Your completed application form will provide AAFC with the information needed to make decisions about eligibility and funding. It is highly recommended that you read this guide in its entirety before you complete the form.

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Annex A: How to Apply

1.0 Canadian Agricultural Partnership

The Canadian Agricultural Partnership is a five-year, $3 billion investment by federal, provincial and territorial governments to strengthen the agriculture, agri-food and agri-based products sector. In addition, producers will continue to have access to a robust suite of Business Risk Management (BRM) programs.

The Partnership comes into force April 1, 2018.

The Canadian Agricultural Partnership focuses on six priority areas:

- **Science, research, and innovation** – to help industry use science and innovation to improve resiliency and increase productivity
- **Markets and trade** – to open new markets and help farmers and food processors improve their competitiveness through skills development, improved export capacity, underpinned by a strong and efficient regulatory system
- **Environmental sustainability and climate change** – to help the sector reduce its greenhouse gas emissions, protect the environment and adapt to climate change by enhancing sustainable growth while increasing production
- **Value-added agriculture and agri-food processing** – to support the continued growth of the value-added agriculture and agri-food processing sector
- **Public trust** – to build a firm foundation for public trust through solid regulations, improving assurance systems and traceability
- **Risk Management** – to enable proactive and effective risk management, mitigation and adaptation to create a resilient sector

For more information, please visit the Canadian Agricultural Partnership website.

The AgriDiversity program is a program under the Canadian Agricultural Partnership.

1.1 About the AgriDiversity Program

The AgriDiversity Program aims to help under-represented groups in Canadian agriculture, including youth, women, Indigenous Peoples, and persons with disabilities, to fully participate in the sector by helping these groups address the key issues and barriers they often face for sector participation.

The AgriDiversity Program will provide matching contributions to support activities that help Canada's agriculture sector to be stronger by helping the sector to better leverage the potential offered by youth, women, Indigenous peoples and people with disabilities. The program will provide funding to promote the benefits of a career in agriculture and to enhance the public's perception of agriculture and its role in the economy.

Program Objective

The objective of the AgriDiversity Program is to strengthen the sector and build its capacity by:

- helping diverse groups to better develop their skills to take on a greater leadership role in the agriculture and agri-food sector
- building the entrepreneurial capacity and business skills of under-represented groups
- facilitating the sharing of sector experience, best practices and knowledge to help under-represented groups to manage transformation and adapt to changes in business operations
- strengthening the sector by incorporating the views of a greater diversity of sector players
- addressing barriers to women in farming and strengthening their capacity to be leaders in the sector
- building the capacity for Indigenous Peoples to succeed in agriculture
- expanding upon the work currently underway to develop the leadership skills of youth
- assisting people with disabilities to enhance their involvement in the agriculture sector, including awareness of career opportunities and improving access to those opportunities

1.2 Eligible applicants

The following organization types are eligible under this program:

Not-for-profit: organizations that operate nationally in Canada. They may include:

- associations
- Indigenous groups
- Official Language Minority Communities

Notes: Eligible applicants must be legal entities capable of entering into legally binding agreements.

Associations should operate on a national basis. Consideration may be given to regional not-for-profit associations if there is no representation at the national level, and the applicant can demonstrate the ability to deliver a project that is national, and/or agriculture and agri-food sector wide in scope.

Academic institutions and for-profit organizations are not eligible to receive funding under this program.

1.3 Funding and cost-sharing

Available Funding

The maximum AAFC contribution for an applicant will normally not exceed $200,000 per year or a maximum of $1,000,000 over five years.

Cost sharing

Eligible project costs will be cost-shared between AAFC and you. Contributions to eligible costs demonstrate your commitment and add importance to the project activities proposed by you. As such, a financial commitment for each project is expected.

The maximum AAFC contribution normally will not exceed 50% of the total eligible costs; however, AAFC funding levels may be adjusted upwards where an increase in the funding ratio is deemed necessary to achieve the objectives under the project. While the program gives priority to proposals that are cost-shared at 50 percent, all proposals received will be given consideration.

You must clearly indicate all sources of funding for the project, including your contribution and other industry and/or partner sources of funding including:

- other federal government departments and agencies*
- provincial/territorial governments*
- municipal government*
- industry and/or partners such as:
    - industry associations and networks
    - businesses
    - academia

*Total government funding (other federal departments and agencies, provincial/territorial, and municipal governments) cannot exceed 85%.

Your portion of the cost-share can be a combination of both cash and in-kind contributions. In-kind contributions can account for a maximum of 25% of total project costs.

What is a cash contribution?

A cash contribution is an expense requiring a cash outlay, by either your organization or by a participant/contributor (such as a partner or other government), during the term of the contribution agreement (CA). Specifically, a cash contribution is an expenditure for an eligible project cost incurred and paid for by your organization, or another project participant. AAFC will only reimburse cash contributions for eligible project costs that are incurred by your organization. A cash contribution made by another project participant should be reported as part of your sources of funding, and must be an eligible project cost.

What is an in-kind contribution?

In-kind means the fair market value attributed for goods and the fair value attributed for services that are contributed to this project and require no outlay of cash during the term of the CA by you or a contributor. These contributions must be eligible costs. They will not be reimbursed by AAFC.

Eligible costs

All costs claimed or contributed under the program must fall within the program cost categories and respect all limitations. For more information and details on cost categories, eligible/ineligible costs and other limitations, refer to the Details on Eligible Cost Items section of Annex A: How to Apply.

1.4 Eligible activities

The Program will prioritize projects that help under-represented groups (youth, women, Indigenous Peoples, and persons with disabilities) to:

- **Build their entrepreneurial capacity and business skills**
  - facilitation of the sharing and expansion of skills and knowledge among industry members
  - develop information to strengthen the ability of the under-represented groups to manage transformation, respond to change and adopt best practices in their farming operations
  - tools to facilitate the implementation of business and strategic plans to increase the potential for opportunities and profitability
  - farmer-oriented workshops, seminars, conferences, and information sharing to increase business skills

- **Better develop their skills to take on a greater leadership role**
  - develop leadership and entrepreneurship throughout the sector for youth, new and young farmers
  - development, sharing, access and dissemination of financial management and business training, and best practices information through activities, such as events, conferences, workshops, trainings, tools, web sites, newsletters
  - expansion of awareness of farm management practices, business management, assessment and planning capacity

- **Enhance their involvement in the agriculture sector, including awareness of career opportunities**
  - activities for under-represented groups to improve their career

opportunities, awareness of issues, and enhance their access and involvement in the agriculture sector
    - undertake activities for needs and gaps analysis identifying areas where tools and support are required for under-represented groups
    - the creation and dissemination of agriculture awareness material to increase youth education and awareness
    - delivery of farm business management information, resources, tools, publications

- **Strengthen their capacity to be leaders in the sector**
    - activities to support involvement in the agriculture sector and develop leadership skills through industry-specific training and mentorship
    - capacity and leadership building through outreach, networking and training

1.5 Application deadlines

Applications will be accepted from February 13, 2018 until September 30, 2022, or until funding has been fully committed or until otherwise announced by the program. The program ends March 31, 2023.

For information on how to complete a project application, refer to Annex A: How to apply.

2.0 Expected Results

Federally delivered CAP activities will help the agriculture and agri-food sector grow and become more resilient. Budget 2017 set an ambitious target to grow agri-food exports to $75 billion by 2025.

Canada's agriculture and agri-food sector is one of the most respected in the world. Government plays a key role in providing tools to help the sector adapt to and align with public values.

Today's globalized marketplace creates both new opportunities and challenges for the performance and sustainable growth of Canada's diverse agriculture and agri-food sector. The sector's success is dependent on strong collaboration between industry and governments to remain competitive and prosper in this complex environment.

The expected outcome of AgriDiversity is:

- that more youth, women, Indigenous Peoples and persons with disabilities have the resources to build their entrepreneurial capacity and business skills, allowing them to better participate in the sector. This will help to increase the capacity level of the sector's current and future workforce

3.0 Assessment criteria

Project proposals must be related to delivering national services and/or products in one or more of the areas of developing agri-businesses entrepreneurial capacity, including:

- addressing barriers to under-represented groups in farming and strengthening their capacity to be leaders in the sector
- assisting under-represented groups to enhance their involvement in the agriculture sector, including awareness of career opportunities and improving access to those opportunities
- facilitating the sharing of industry experience, best practices and knowledge to help under-represented groups to manage transformation and adapt to changes in business operations
- building the capacity for under-represented groups to succeed in agriculture
- expanding upon the work currently underway to develop the leadership skills of youth
- strengthening the sector by incorporating the views of a greater diversity of industry players

Assessments will consider the overall quality of the application, and the extent to which the application meets, at a minimum, the following.

- The application is complete and the proposed project is eligible
- Your organization has the capacity to deliver the project. Carefully consider your resources and timelines
- The proposed activities, including expected results and outcomes, support program objectives and priorities
- The degree to which the proposed project can demonstrate a current or potential market opportunity or need
- The proposed activities and expenditures are eligible, reasonable and required to meet the project objectives
- The Applicant possesses or has access to the qualifications (such as capability/capacity including the necessary technical, financial and managerial capabilities & capacities) and experience required to complete the project
- All sources of funding for the project funded under this stream are identified

An appropriate funding amount is determined through the application and assessment process. Funding amounts are determined based on factors that include:

- scope and duration of projec
- reasonableness and fair market value of proposed eligible expenses
- importance of proposed eligible activities for greater impact to the sector
- reasonableness of the overall projected cost of eligible expenditures given the projected outcome(s)
- other sources of funding

- demonstrated due diligence in obtaining and reporting on performance results

Further due diligence may also assess such requirements as:

- the technical and financial viability of the project and the proposed work plan

4.0 Reporting on your project

Should you be approved for funding, you will be required to report on finances, performance and results. These reports include:

Progress Reports:

You will be required to provide progress reports describing the activities completed and progress made towards deliverables, as described in the Project Work Plan.

Performance Reports:

You will also be required to provide performance reports annually and at the end of the project. The reports will track progress against mutually agreed to performance measures outlined in the CA.

Financial Reports:

Financial reporting is required with each request for reimbursement of expenditures, in addition to year-end accounting and other financial reports.

Other reports may be required at AAFC's discretion.

5.0 Considerations

5.1 M-30 Act (Quebec organizations only)

The Province of Quebec's M-30 legislation may apply to Québec based applicants only. It is the *Act Respecting the Ministère du Conseil exécutif* (R.S.Q., c. M-30).

More information on the Act is available online or by contacting the Ministère de l'Agriculture, des Pêcheries et de l'Alimentation (MAPAQ) at dpci@mapaq.gouv.qc.ca.

M-30 applies to various types of Quebec organizations, for example, organizations located in Québec and receiving more than half of their financing from the Government of Québec may be subject to the Act.

All Québec based organizations will have to address this matter and demonstrate their compliance with the Act during the project assessment process, and prior to entering into a contribution agreement.

6.0 After you apply

Once an application has been submitted, an acknowledgment notice will be forwarded to the applicant.

Note: You should not consider an application as submitted to the program until you receive the acknowledgement notice.

Our goal is to:

- respond to general inquiries made to our phone number or email address before the end of the next business day
- acknowledge receipt of your application within one business day
- assess your application and send you an approval or a rejection notification letter within 100 business days of receiving a complete application package

Please note that even if a project meets all eligibility criteria, the submission of an application creates no obligation on the part of the Minister or of Agriculture and Agri-Food Canada officials to provide funding for the proposed project. The Minister retains discretion to determine, based on other public policy and public interest considerations, whether an application that meets the criteria identified in this Guide will ultimately receive funding.

7.0 Contact us

Before you apply, please read Annex A: How to Apply for detailed information on the application process.

For more information on the AgriDiversity Program, please contact us by:

Telephone: 1-877-246-4682
TDD/TTY: 613-773-2600

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